

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method performed-by-a computer system for determining when to place an advertisement for an item on a first page of search results for a search request related to the item, the method comprising:

under control of one or more computer systems configured with executable instructions,

receiving search result data ~~for~~ relating to previously-executed searches that ~~each included~~ include a link to information for the item in its a corresponding set of search result results, the search result data for ~~[[a]]~~ each previously-executed search indicating at least a search term submitted by a user, placement of the link within the corresponding set of search result results provided for display to the user, and whether the user selected the link for the item from the search results;

determining, based at least in part on the received search result data, an extent to which whether users who entered ~~a certain~~ the search term subsequently selected the link to the item from the search results, the extent being a function of a frequency of selection of the item when the link is displayed and a page number on which the link was presented in the search results, the extent being determined to be greater for a higher page number at the same frequency of selection; and even though the link was not prominently placed in the search result; and

when it is determined that users who entered a certain search term subsequently selected the link to the item even though the link was not prominently placed in the search result, indicating upon receiving a subsequent search request containing the search term, determining to place an advertisement for the item on the first page of the search results for the search request when the extent to which users selected

the link to the item exceeds calculated extents for other items in the search results for the subsequent search request, independent of a page number of the search results on which the link for the item is configured to be displayed, along with the search result for that certain search term wherein the advertisement is prominently placed along with the search result.

2. (Currently Amended) The computer-implemented method of claim 1 wherein the link for the item is not prominently placed on the first page of the search results for the subsequent search request, in the search result when it is not placed on the first page of the search result.

3. (Canceled)

4. (Currently Amended) The computer-implemented method of claim 1 wherein the search result data is generated by a search engine service.

5. (Currently Amended) The computer-implemented method of claim 1 wherein the search result data is received from a search engine service.

Claims 6-8. (Canceled)

9. (Currently Amended) The computer-implemented method of claim 1 wherein the search result data is derived from information sources.

10. (Currently Amended) The computer-implemented method of claim 9 wherein the information sources include web pages.

11. (Currently Amended) The computer-implemented method of claim 9 wherein the information sources include content not generally accessible available through the Internet.

12. (Currently Amended) The computer-implemented method of claim 11 wherein the content is the text of a book.

13. (Currently Amended) A computer-implemented method in a computer system for determining when to place an advertisement for an item on a first page of search results for a query related to the item, the method comprising:

under control of one or more computer systems configured with executable instructions,

in response to receiving a search query including a search term,
determining an extent to which users selected a link to an item presented in search results for previously-submitted queries including the search term and related to the item
~~whether a user selected a link to the item when the link was included on a page other than~~
[[the]] a first page of the search results, the extent being determined to be greater for a higher page number at a common frequency of selection; and a search result of a search using a search term; and

~~when it is determined that a user selected a link to the item when the link was included on a page other than the first page of a search result of a search using a search term,~~
requesting an advertisement for the item to be placed on the first page of search results to be presented in response to the received search query, independent of a page number of the search results on which the link for the item is configured to be displayed, a search result for a search using that search term.

14. (Currently Amended) The computer-implemented method of Claim 13 wherein a search engine service provides the link of a search result to be included with the search results without payment of an advertising fee.

15. (Currently Amended) The computer-implemented method of claim 13 wherein a fee is paid for requesting payment of the advertisement.

16. (Currently Amended) The computer-implemented method of claim 13 wherein the advertisement is paid for on a cost-per-selection basis.

17. (Currently Amended) The computer-implemented method of claim 13 wherein the links are provided without charge to a vendor of the item and the requested advertisement is paid for by the vendor on a cost-per-selection basis.

18. (Currently Amended) The computer-implemented method of claim 13 wherein a fee paid for the advertisement associated with the search term is based on prominence of the placement of the link in the search result and number of selections of the link to the item of search results.

19. (Canceled)

20. (Currently Amended) The computer-implemented method of claim 13 wherein a link is a reference to a web page associated with the item.

Claims 21-23. (Canceled)

24. (Currently Amended) A computer system for determining when to place an advertisement for an item, comprising:

means for, in response to receiving a search query including a search term, determining an extent to which users selected a link to an item presented in search results for previously-submitted queries including the search term and related to the item whether a user selected a link to the item when the link was included on a page other than the first page of the search results, the extent being determined to be greater for a higher page number at a common frequency of selection; and as not prominently displayed with a search result of a search using a search term; and

means for ~~when it is determined that a user selected a link to the item when the link was not prominently displayed with a search result of a search using a search term, requesting an advertisement for the item to be placed on the first page of search results to be presented in response to the received search query, independent of a page number of the search results on which the link for the item is configured to be displayed, so that it is prominently displayed with a search result for a search using that search term;~~

25. (Original) The computer system of claim 24 wherein a search engine service provides the link of a search result without payment of an advertising fee.

26. (Original) The computer system of claim 24 wherein a fee is paid for requesting payment of the advertisement.

27. (Original) The computer system of claim 24 wherein the advertisement is paid for on a cost-per-selection basis.

28. (Original) The computer system of claim 24 wherein the links are provided without charge to a vendor of the item and the requested advertisement is paid for by the vendor on a cost-per-selection basis.

29. (Original) The computer system. of claim 24 wherein a fee paid for the advertisement associated with the search term is based on prominence of the placement of the link in the search result and number of selections of the link to the item of search results.

30. (Original) The computer system of claim 29 wherein a larger fee is paid when the placement is less prominent.

31. (Original) The computer system of claim 24 wherein a link is a reference to a web page associated with the item.

Claims 32-35. (Canceled)